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Date: February 23, 2005

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No. of Pages (including this cover page) **FIVE (5)****CONFIDENTIALITY NOTICE**

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Message: **DELIVER TO EXAMINER C. MICHELLE COLON**

re Application of:

Applicant : Blackshaw, Peter E.
Filed : October 23, 2000
Serial No. : 09/695,016
Title : CONSUMER TO BUSINESS DATA CAPTURING SYSTEM
Docket No. : BL055-GN005 (PLNTP003)
Examiner : Colon, C. Michelle
Art Unit : 3623

See attached ELECTION WITH TRAVERSE in response to Office action of 1/26/05 which is being filed in connection with the above-identified application.

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2/23/2005 Sharon Shelton
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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of:

Applicant : Blackshaw et al.
Filed : October 23, 2000
Serial No. : 09/695,016
Title : CONSUMER TO BUSINESS DATA CAPTURING SYSTEM
Docket No. : BL055 GN005
Examiner : C. Michelle Colon
Art Unit : 3623

Hon. Commissioner for Patents
Alexandria, VA 22313-1450

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FEB 23 2005

Dear Sir:

ELECTION WITH TRAVERSE

This paper is filed in response to the Election/Restriction Requirement Office action mailed on January 26, 2005, having a period of response extending through and including February 26, 2005.

As stated on Pages 2-3 of the Office action, restriction to one of the following inventions is required:

Group I: Claims 1, 3-15, 28-42, 54, 57, and 58, drawn to collecting consumer feedback on a business and creating consumer indices based on demographic and socio-economic data of the consumer, classified in class 705, subclass 10.

{W0385885.2}